

**WHAT IS CLAIMED IS:**

1. Procedure for adjusting the gloss on a print material (3) in a printing machine where a fusing medium (1) fuses toner on print material (3), the  
5 procedure comprising the steps of: measuring properties of the fusing medium (1), and determining the gloss on print material (3) on the basis of the measured properties of fusing medium (1).
2. Procedure for adjusting the gloss on a print material (3)  
10 according to Claim 1, wherein, based on the measurement of proper ties of the fusing medium (1), the fusing medium (1) is replaced if necessary.
3. Procedure for adjusting the gloss on a print material (3) according to Claim 1, further, when the surface of fusing medium (1) is provided  
15 with a memory alloy, heating the fusing medium (1) to influence the surface structure of the fusing medium (1) by temperature changes.
4. Procedure for adjusting the gloss on a print material (3) according to Claim 3, further coating the memory alloy with a polymer layer.  
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5. Procedure for adjusting the gloss on a print material (3) according to Claim 3, further locally differentially configuring the surface structure of fusing medium (1) to vary gloss areas attained on fusing medium (1) and on the print material (3).  
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6. Device for adjusting the gloss on a print material (3), comprising: a measuring device (5) for measuring the properties of a fusing medium (1), and a computer (7), associated with said measuring device (5) for determining the gloss on print material (3) on the basis of data from said  
30 measuring device (5).

7. Device according to Claim 6, wherein said computer (7) includes a database (8) to store data on the properties of fusing medium (1).

5 8. Device according to Claim 6, further including a device for replacing fusing medium (1) by another fusing medium.

9. Device according to Claim 6, wherein said fusing medium (1) includes a memory alloy, and wherein an imprinting roller (10) is provided, said imprinting roller being selectively swiveled onto and away from said fusing medium (1), and a heating device (14) is associated with said fusing medium (1) to change the surface structure of fusing medium (1).  
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10. Device according to Claim 9, further including a smoothing roller (11) selectively swiveled on to and away from said fusing medium (1) for smoothing the surface of said fusing medium (1).  
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